

Listing of the Claims:

1-8. (Canceled)

9. (Currently Amended) A method ~~for operating an interactive television network~~, comprising:

providing a data locator for locating ~~the data~~, the data locator being in communication with a ~~set-top~~ terminal for accessing other network components and for providing broadcast programming content to a ~~subscriber user~~ ~~through a television connected to the set-top terminal~~, and memory located remotely from the data locator and in communication therewith through a network and containing at least three of the following types of data accessible by the data locator:

~~television~~-listing data containing broadcast programming content scheduling information relating to past, current, and future scheduled interactive ~~television network programming content~~;

~~programming~~ content data containing audio and video content of previously broadcast programming content on the ~~interactive television network~~;

email data containing email for ~~interactive television network subscribers~~ users;

and

~~subscriber~~-voice mail data containing voice mail information for ~~interactive television network subscribers~~ users' telephones;

receiving, ~~with the set-top~~ from the terminal, a request ~~from an interactive television network subscriber~~ based on a network address included in the broadcast content;

communicating with the memory to retrieve one or more of the at least three types of the data; and

forwarding the at least three types of the data to the ~~interactive television network subscriber~~ terminal.

10. (Currently Amended) A method according to claim 9, further comprising:

recording at least a portion of the broadcast ~~programming content~~ in the memory during the broadcast of the broadcast ~~programming content~~;

receiving one or more requests from ~~network subscribers~~ user terminals to rebroadcast the broadcast ~~programming content~~;

retrieving the broadcast ~~programming content~~ from the memory; and

~~replaying-transmitting~~ the broadcast ~~programming content~~ from the memory to the ~~one or more network subscribers~~ user terminals to provide broadcast quality video to the ~~one or more network subscribers~~.

11. (Currently Amended) A method according to claim 9, wherein the communicating step ~~includes~~ comprises searching through closed caption data, broadcast time, broadcast channel, a content category, a content theme, and a content therein.

12. (Currently Amended) A method according to claim 9, wherein the forwarding step ~~includes~~ comprises providing only a portion of a program to the ~~network subscriber~~ terminal.

13. (Currently Amended) A method according to claim 12, wherein the program portion ~~includes~~ comprises only a portion of the frames of the program.

14. (Currently Amended) A method according to claim 9, wherein the forwarding step ~~includes~~ comprises providing a location indicator of the at least three types of data to the ~~network subscriber~~ terminal.

15. (Currently Amended) A method according to claim ~~9~~14, wherein the location indicator is comprises a pointer to a time stamp in a multimedia stream.

16. (Currently Amended) A method according to claim ~~9~~14, further comprising:

receiving from the ~~network subscriber~~ terminal an email message including the location indicator; and

delivering the email message to a second ~~network subscriber~~terminal.

17. (Currently Amended) A method according to claim 9, further comprising:

~~displaying transmitting data representing a virtual keyboard to the network subscriber terminal, wherein the virtual keyboard being located is configured to be located~~ entirely in a title safe portion of ~~the a television display screen~~; and

~~receiving from the network subscriber terminal~~ a signal corresponding to a key on the virtual keyboard.

18. (Currently Amended) A method according to claim 9, ~~wherein the broadcast programming includes a data structure providing a network address and~~ further comprising:

~~transmitting data representing rendering a bug on the a television display screen,~~
~~receiving, from the network subscriber terminal, a signal associated with the bug; and~~
~~in response thereto receiving from the terminal the signal associated with the bug,~~
sending a signal to the network address.

19. (Currently Amended) A method ~~for using an interactive television network,~~ comprising:

~~providing receiving a multimedia broadcast stream to at a set top terminal from a head-end unit, the broadcast stream containing comprising a network address;~~

~~rendering a first picture on a television containing comprising at least one bug associated with the network address on a display screen associated with the terminal;~~

~~receiving transmitting a signal from an interactive television network subscriber the terminal relating to the bug; and~~

~~accessing data stored on a database located remotely from the head end unit in response to receipt of the signal and according to the network address, the network address being associated with the database located remotely from the head end unit; and~~

~~providing receiving the remotely located data from the a remotely located database associated with the network address to the head end unit for delivery to the set top terminal at the terminal responsive to transmitting the signal.~~

20. (Currently Amended) The method of claim 19, further comprising:

rendering a second picture on the ~~television~~ display screen presenting information related to the bug and the ~~remotely located data~~.

21. (Currently Amended) The method of claim 19, wherein the network address ~~is~~ comprises at least one of a universal resource locator and a channel.

22. (Currently Amended) The method of claim 19, wherein the ~~multimedia~~ broadcast stream ~~includes~~ comprises an advertisement from a vendor.

23. (Currently Amended) The method of claim 22, wherein the bug is rendered as a ~~request~~ offer to purchase a good or service in the advertisement.

24. (Currently Amended) The method of claim 20, wherein the second picture ~~includes~~ comprises a confirmation request.

25. (Canceled)

26. (Currently Amended) The method of claim 19, further comprising:

connecting the ~~subscriber~~ terminal with a vendor.

27. (Currently Amended) The method of claim 20, further comprising prior to the rendering of the second picture:

~~retrieving personal information corresponding to the interactive television network subscriber from memory; and~~

receiving ~~completing at least one field, using the personal information, in at the terminal~~
an electronic order form associated with a vendor comprising at least one field of populated
information that is personal to a user of the terminal, and wherein the ~~completed populated at~~

least one field is at least part of the information ~~presented to the interactive television network subscriber~~rendered in the second picture.

28. (New) An apparatus comprising:

a processor; and

memory storing one or more applications that, when executed by the processor, cause the apparatus to:

transmit a broadcast stream comprising a network address and data for rendering at least one bug associated with the network address at a terminal,

receive, from the terminal, a signal indicating a selection of the bug,

obtain content stored on a database in response to receipt of the signal and

according to the network address, the network address being associated with the database, and transmit the obtained content to the terminal.

29. (New) The apparatus of claim 28, wherein the data for rendering the at least one bug comprises data for rendering a command for offering at least one of a good and a service.

30. (New) The apparatus of claim 28, wherein the content comprises a form, the form comprising at least one field configured to be populated with information stored at the terminal that is associated with a user of the terminal.

31. (New) The apparatus of claim 30, wherein the at least one field comprises a plurality of fields, the plurality of fields comprising: a name field, an address field, a credit or debit card number field, an expiration date field, an item identification field, a price field, and a shipping charge field.

32. (New) The apparatus of claim 28, wherein the network address comprises a universal resource locator (URL).

33. (New) The apparatus of claim 28, wherein the database is remotely located from the apparatus.

34. (New) The apparatus of claim 28, wherein the one or more applications, when executed by the processor, cause the apparatus to:

- receive a plurality of requests from a corresponding plurality of terminals,
- load a counter with a number corresponding to the number of requests, and
- determine that the number of requests is less than a threshold value.

35. (New) The apparatus of claim 34, wherein the one or more applications, when executed by the processor, cause the apparatus to:

- receive at least one additional request from a corresponding at least one additional terminal,
- increment the counter by a number corresponding to the number of the at least one additional request,
- determine that the counter exceeds the threshold value, and
- responsive to determining that the counter exceeds the threshold value, retransmitting the broadcast stream.

36. (New) The apparatus of claim 28, wherein the one or more applications, when executed by the processor, cause the apparatus to:

- receive, from the terminal, a search term and an identification of at least one server in which to perform a search based on the search term.